

# Housing & Facilities Conference

Presented by the FMC

*Scan the QR code or visit the appendix of your workbook to access downloadable materials for this session.*



# Impactful Facility Design With Gamma Phi Beta Brand Standards

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Amanda Rodriguez and Jenny Campfield

**Housing  
& Facilities  
Conference**  
Presented by the FMC

# Introductions

- Amanda Rodriguez
  - *She, her, hers*
  - FMC Manager
  - In my professional travels, I have been on over 100 different campuses.
- Email:  
[arodriguez@gammaphibeta.org](mailto:arodriguez@gammaphibeta.org)



# Introductions

- Jenny Campfield
  - *She, her, hers*
  - Director of Education
  - Lead Gamma Phi Beta's educational programs
  - Fun fact
- Email:  
[jcampfield@gammaphibeta.org](mailto:jcampfield@gammaphibeta.org)



# Activity

- Discuss with a partner: When someone enters a Gamma Phi Beta facility, how do you want them to feel?
  - *Optional: record your responses in the notes section of your HFC workbook.*

# Learning Objectives

- Describe characteristics of positive facility environments.
- Define Gamma Phi Beta brand standards.
- Compare and contrast high- and low-impact facility design practices.
- Identify one strategy for Gamma Phi Beta brand integration.

**Note:** None of the HFC sessions should be construed as legal advice. You will need to determine if anything you want to implement following this Conference will need to be approved by your Board, affiliated house corporation (AHC) membership and local campus. You may need to consult your AHC's legal counsel.



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## Gamma Phi Beta Brand Standards

# Which room feels like Gamma Phi Beta?

1



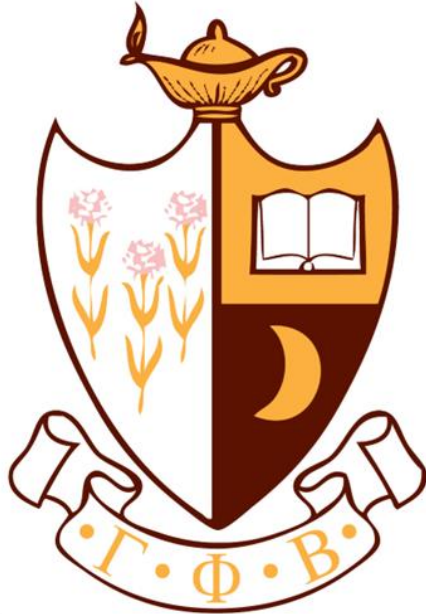
2





*Tip: Take a photo of this slide.*

# Gamma Phi Beta Brand Standards



<p><b>PMS 205C</b> C0 M83 Y16 K0 R224 G69 B123 HEX #E0457B</p> <p>CARNATION</p>	<p><b>PMS 7590C</b> 30% TINT C4 M8 Y9 K1 R242 G231 B223 HEX #F2E7DF</p> <p>PEARL</p>	<p><b>PMS 534C</b> C95 M74 Y7 K44 R27 G54 B93 HEX #1B365D</p> <p>TWILIGHT</p>	<p><b>PMS 2208CP</b> C70 M38 Y27 K2 R85 G135 B160 HEX #5587A0</p> <p>DUSK</p>
<p><b>PMS 169C</b> C0 M30 Y26 K0 R255 G179 B171 HEX #FFB3AB</p> <p>BLUSH</p>	<p><b>PMS 405C</b> C26 M31 Y35 K72 R105 G97 B88 HEX #696158</p> <p>BROWNSTONE</p>	<p><b>PMS WARM GRAY 6C</b> C14 M19 Y21 K39 R165 G156 B148 HEX #A59C94</p> <p>A-LA-MODE</p>	<p><b>PMS 5425C</b> C55 M32 Y24 K0 R123 G152 B171 HEX #7B98AB</p> <p>ONCE IN A BLUE MOON</p>

# Gamma Phi Beta's Core Values



# Incorporating Gamma Phi Beta's Brand



# Incorporating Gamma Phi Beta's Brand



# Incorporating Gamma Phi Beta's Brand





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## High-Impact Facility Design

# Which room feels like Gamma Phi Beta?

1



2



# Using High-Quality Products

- Quality over quantity
- Invest in larger items
- Timeless not trendy
- Look for commercial and durability ratings
- Be aware of required ratings (university-owned)

*Tip: Record notes on Page 25.*



# Which room feels like Gamma Phi Beta?

1



2



# Maximizing Your Space

- Determine how the space is used by members
- Create multifunctioning areas
- Add in multipurpose pieces
- Don't be afraid to try something new

*Tip: Record notes on Page 25.*



# Which room feels like Gamma Phi Beta?

1



2



# Low-Cost, High-Impact Design Practices

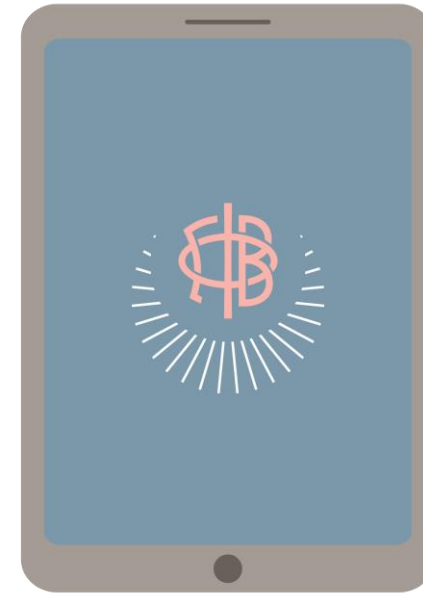
- Clean and declutter
- Personalize with pictures and member art
- Swap out smaller decor items
- Consider space for seasonal decor
- Utilize multiple lighting options
- Integrate greenery
- Customize to meet the unique needs of your space

*Tip: Record notes on Page 25.*



# Design Resources

- Utilize member feedback
- Explore past issues of The Crescent
- Engage with design firms/interior designers
- Search the web/socials for inspiration
- Leverage virtual design services





**Tip:** Take a photo of this slide.

# Tips and Tricks

- Respect the Gamma Phi Beta brand
- Consider the sustainability, uniformity and uniqueness of finishes
- Utilize nationwide vendors where possible
- Improve accessibility where possible
- Incorporate technology to future-proof your investment
- Prioritize finishing touches that make a difference
- Shift culture is to maintain shared spaces in the long term

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## Brand Integration Strategy

# Create A Brand Integration Plan

- Turn to Page 26 in your workbook.
- Respond to the following questions:
  - What is one brand standard challenge experienced in your facility?
  - What is one strategy you learned today you can use to solve that challenge?
  - What is the positive impact of that challenge being solved?

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## Your Session Learning

# Learning Recap

- Describe characteristics of positive facility environments.
- Define Gamma Phi Beta brand standards.
- Compare and contrast high- and low-impact facility design practices.
- Identify one strategy for Gamma Phi Beta brand integration.

*Tip: Don't forget to write down your key learning takeaway in your workbook.*



# Learning Assessment

Impactful Facility Design with Gamma Phi Beta Brand Standards

[GammaPhiBeta.org/Housing-  
And-Facilities-  
Conference/Resources](https://GammaPhiBeta.org/Housing-And-Facilities-Conference/Resources)





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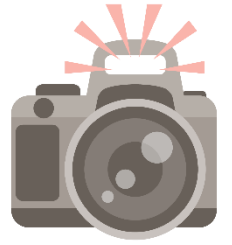


Jenny Campfield

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